

Amendments to the Abstract:

Please replace the previous Abstract with the following redlined Abstract:

Methods and systems for dynamically incorporating advertising content into multimedia environments, such as games, are provided. Example embodiments include a dynamic inserter, which selects content, based upon a set of criteria, to deliver to a receiving client system, such as a game client. The game-receiving client system typically dynamically determines locations within the game where advertisements may be desirably inserted. Associated with these locations are ad tags that specify criteria for the ads. For example, the criteria may includeincluding, for example ad type, ad genre, and scheduling information. The, which are sent by the game-client system then sends indications of these ad tags to the dynamic inserter to be used to select appropriate ads. The dynamic inserter selects ads based upon the criteria and sends them to the game-client system, which selects them for ad tags with conforming criteria. The game-client system then renders the selected ad in the appropriate location. In one embodiment, the dynamic inserter comprises a game client, game server, ad server, a communications channel, and, optionally, an ad client.